

### **ABSTRACT OF THE DISCLOSURE**

A method for scheduling motion picture and promotional content for an audience at an exhibitor site includes the steps of: assembling an electronic play list (62) for the motion picture and for related promotional content. The play  
5 list (62) identifies at least one time slot (64) for presentation of the promotional content. An ad auction entry (32) is posted, soliciting a bid from an advertisement provider for purchase of the time slot (64). In response to a received bid, an advertisement is provided for the time slot (64) so that the advertisement can be downloaded from a networked advertisement provider.